

# CD and DVD graphics standard

Issue 1



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Transport for London (TfL) produces a range of display stands, all of which are endorsed by its public transport networks (modes) or other operating units.

This design standard has been created to show the rules that must be followed when producing display stands on behalf of TfL.

More information on TfL design rules are available via the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

If you have any queries please contact  
TfL Corporate Design:  
**Phone: 020 7126 4462**  
**Internal: (64462)**  
**Email: [corporatedeign@tfl.gov.uk](mailto:corporatedeign@tfl.gov.uk)**



## New Johnston

The typeface of TfL is New Johnston, which should be set in mixed upper and lower case. New Johnston is the only typeface to be used for display stands.

## Headings

These are set in New Johnston Medium mixed upper and lower case.

## Body text

Body text should be set in New Johnston Light mixed upper and lower case.

## Copyright

New Johnston is the exclusive property of TfL. If you wish for an outside supplier to access the typeface please direct them to the TfL website: [tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£/.,'()::;

## New Johnston Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£/.,'()::;

## New Johnston Book

## 1.1 Typographic policy

Contents



In consultation with the Royal National Institute for the Blind (RNIB), TfL has developed a code of practice for setting type so that it is legible to those with visual impairment.

The main directives of this policy as applied to display stands is set out as follows:

- Text should always be set in mixed upper and lower case (never all upper case – even with headings)
- The minimum point size for headings and body copy is 12pt
- Text within a footer or header (such as page numbers) should be no smaller than 10pt
- Text should always be ranged left (never justified, centred or ranged right)
- Do not use italics
- Do not use drop caps
- To emphasise a word, use a different type weight
- Ensure good, legible colour contrast between text and background colour
- Do not adjust the character spacing of the font
- Do not adjust line spacing (leading)
- Do not indent the first line of a paragraph, but use additional leading to achieve clear separation of paragraphs
- Bullet point indentations are allowed so long as text follows the indent
- Do not place text over an image unless the area on which the text is to be placed is flat and clear (such as a clear blue sky)
- The use of terminology on all material must comply with the TfL Editorial standard ([tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign))

## 2 Branding

Contents



Each DVD or CD must be correctly branded with a roundel (only one roundel is ever to appear on a piece), Transport for London logotype and MAYOR OF LONDON logotype.

Where several display stands appear together then each stand is to be separately branded.

For further branding examples please see section 4 of this document.



## 2.1 Roundels

Contents



Each transport mode has its own individual roundel. The value of the roundel itself can hardly be overestimated. It is one of the world's best known symbols and carries a tremendous weight of goodwill. In order to preserve its value, the rules in this document for its reproduction and application must be strictly adhered to.

Roundels are to be applied for by design agencies only via the TfL website:  
[tfl.gov.uk/corporatedesign](https://tfl.gov.uk/corporatedesign)



## 2.1.1 Roundels continued

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### Public Carriage Office roundels

The Public Carriage Office has, for legal reasons, three different roundels.

#### Taxi/Private Hire

The joint Taxi/Private Hire roundel should be used for Public Carriage Office joint taxi and private hire corporate publications.



#### Taxi

The Taxi roundel is to be used for any specific licensed London Taxi (motor Hackney carriages) corporate publications.



#### Private Hire

The Private Hire roundel is to be used for any specific Private Hire Vehicle corporate publications.





## 2.2 Transport for London logotype

Contents



### Transport for London logotype

The 'Transport for London' logotype is to appear alongside the roundel. No matter which modes' roundel is displayed, it is always the 'Transport for London' logotype that is displayed alongside it.

The cap height of the 'Transport for London' logotype must always equal the depth of the roundel bar. It is to be displayed in New Johnston Medium, mixed upper and lowercase.

It must be set in a single line and be ranged to the left of the roundel.



## 2.3 MAYOR OF LONDON logotype

Contents



### MAYOR OF LONDON logotype

On all printed documents, the Mayoral endorsement should be displayed in a fixed proportion to the roundel as shown.

#### Size

The capital-letter height of the 'MAYOR OF LONDON' logotype should measure the same as the depth of the roundel bar. It is to be displayed in New Johnston Bold, all upper case.

#### Colour

The Mayor's endorsement should appear in Corporate blue. When reversed out of a dark background it can appear in all white or in all black when printing in single colour.



### 3 Colour

Contents

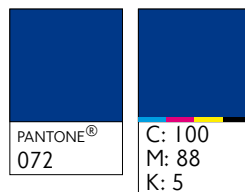


#### Modal colours

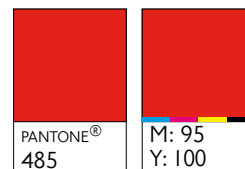
This page identifies the corporate colour for each mode within TfL.

The colours refer to colour reproduction using the Pantone Matching System and CMYK process on coated or uncoated paper.

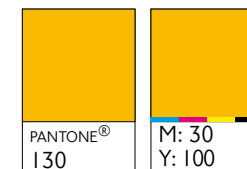
Transport for London  
London Underground



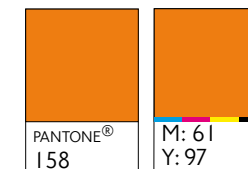
London Buses



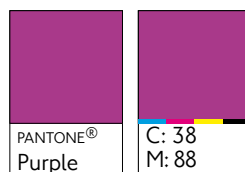
Victoria Coach Station



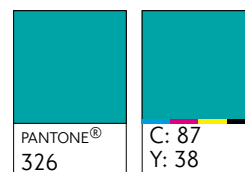
London Overground



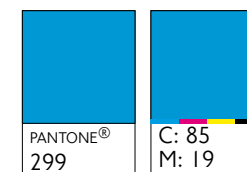
London Dial-a-Ride



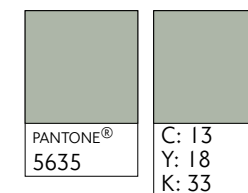
Docklands Light Railway



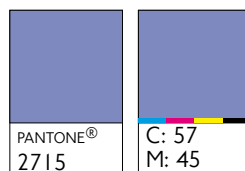
London River Services



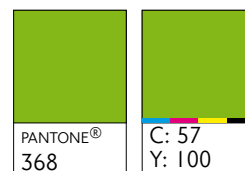
London Streets



Public Carriage Office



London Tramlink



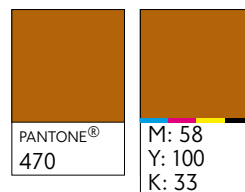
## 3.1 London Underground line colours

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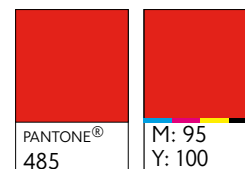
### London Underground line colours

This page identifies the colours for each London Underground (LU) line.

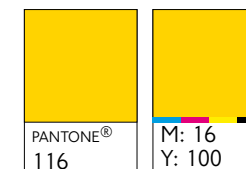
Bakerloo line



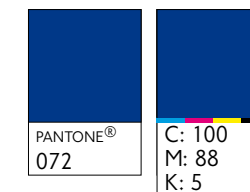
Central line



Circle line



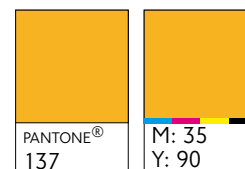
Piccadilly line



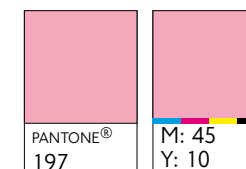
District line



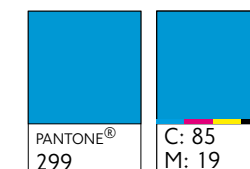
East London line



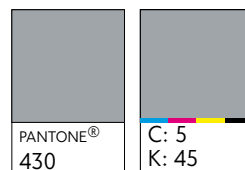
Hammersmith and City line



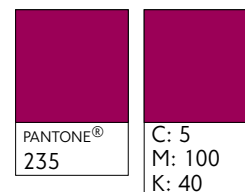
Victoria line



Jubilee line



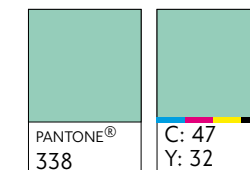
Metropolitan line



Northern line



Waterloo and City line



## 4 Branding layouts and measurements

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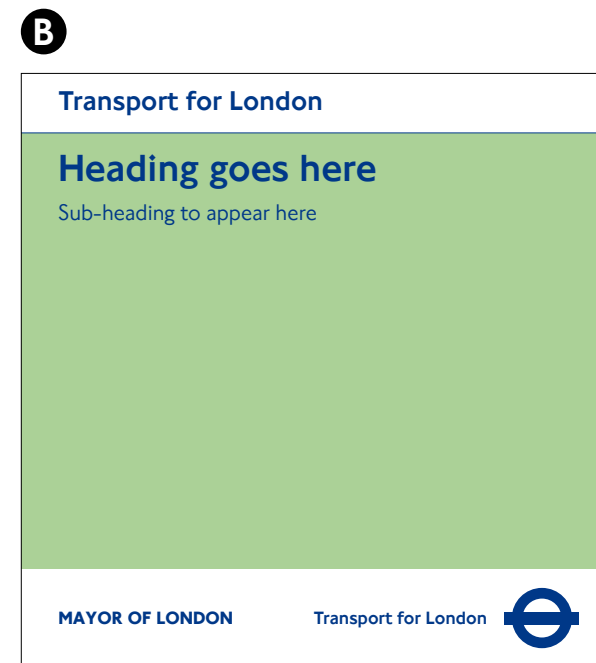
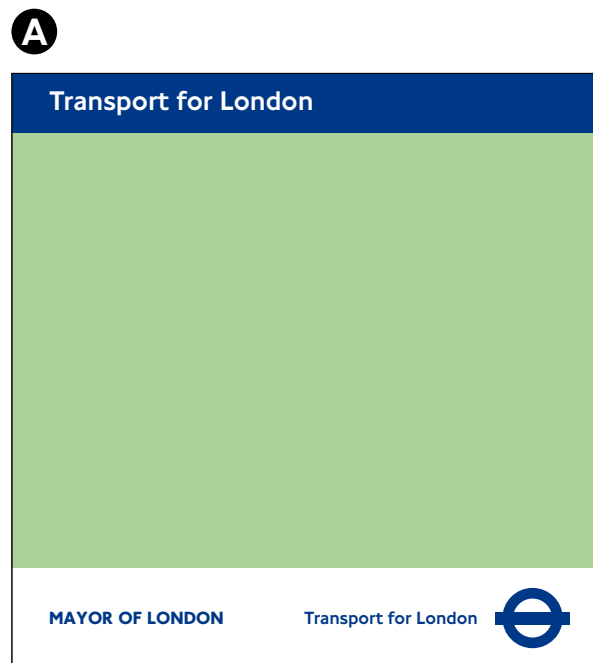
The following pages demonstrate the options available for branding on CD and DVD products.

## 4.1 CD cover options

Contents



- A Standard branding on a CD cover
- B Standard branding with a white strip for the heading and branding areas



## 4.1.1 CD cover options continued

Contents



- C Standard branding allowing for full bleed of image
- D Reverse of the CD cover shows the standard secondary marks and any additional information

C



D

Transport for London also publishes information about other modes of transport in audio format. For full information on the audio materials available, please call 020 7222 1234.



Website

**tfl.gov.uk**



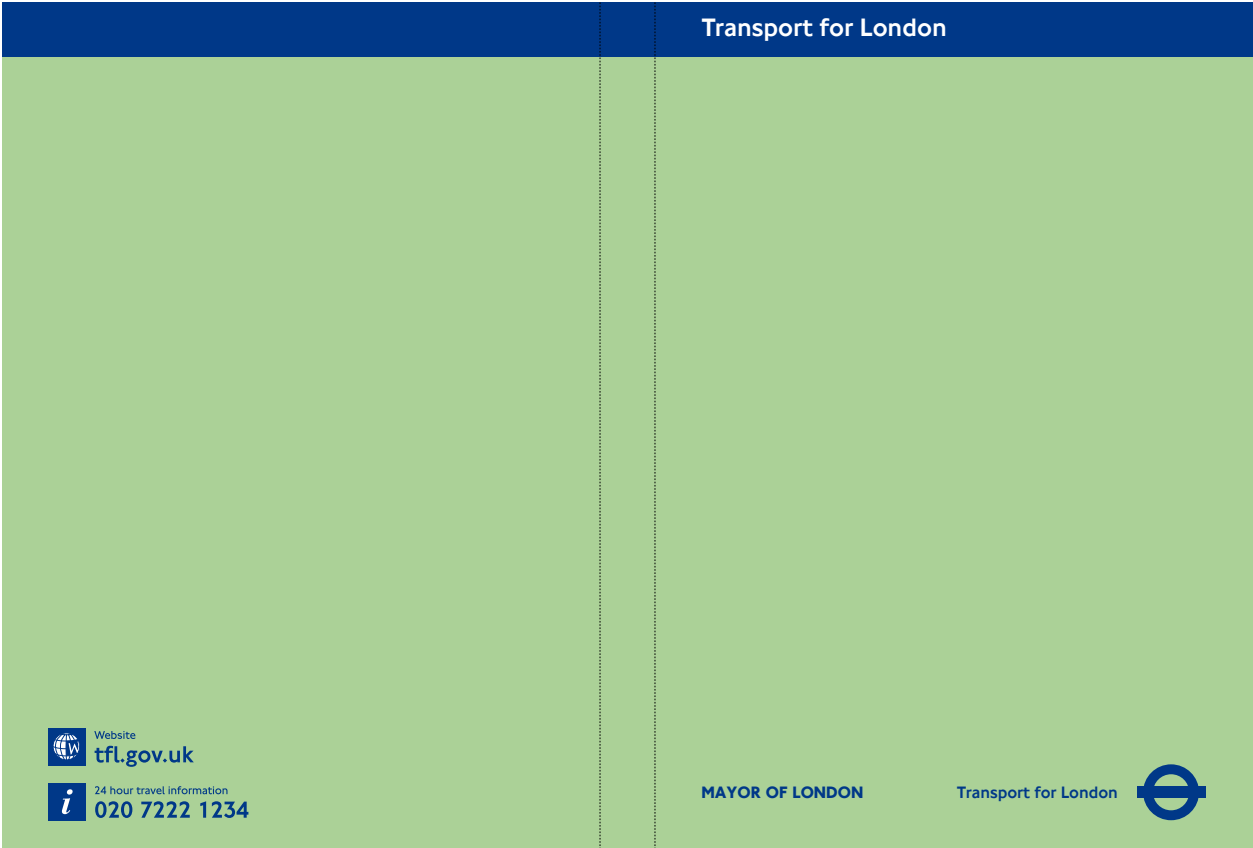
24 hour travel information

**020 7222 1234**

4.1.2 DVD cover options

A

A Standard branding on a CD cover



— — — Indicates the fold marks



### 4.1.3 DVD cover options continued

Contents



- B Standard branding allowing for full bleed of image

A



— — — Indicates the fold marks

## 4.2 CD cover measurements 120 x 120mm

[Contents](#)


A	Roundel/logo width	15mm
B	Margins	7.5mm
C	Space between roundel and 'Transport for London'	2.5mm
D	Space between roundel and the foot of the panel	4mm
E	Height of clear endorsement strip	20mm
F	'Transport for London' and 'MAYOR OF LONDON' point size	70/70pt
G	Heading or mode name 'Transport for London' Point Size	17/17pt
H	Height of clear space between top of poster and Cap line text within colour strip.	4mm
J	Height of colour strip at top of poster	12mm




## 4.2.1 CD cover measurements continued

### 120 x 120mm

[Contents](#)

A	Height of secondary mark symbols	6mm
B	Space between secondary marks	4mm
C	Margins	7.5mm
D	Margin at the bottom	4mm
E	Margin at the top	12mm
F	Point size	12/14.4pt

E	<p>Transport for London also publishes information about other modes of transport in audio format. For full information on the audio materials available, please call <b>020 7222 1234</b>.</p>	
F		
A	 <p>Website <b>tfl.gov.uk</b></p>  <p>24 hour travel information <b>020 7222 1234</b></p>	
B		
A		
D		
	C	C

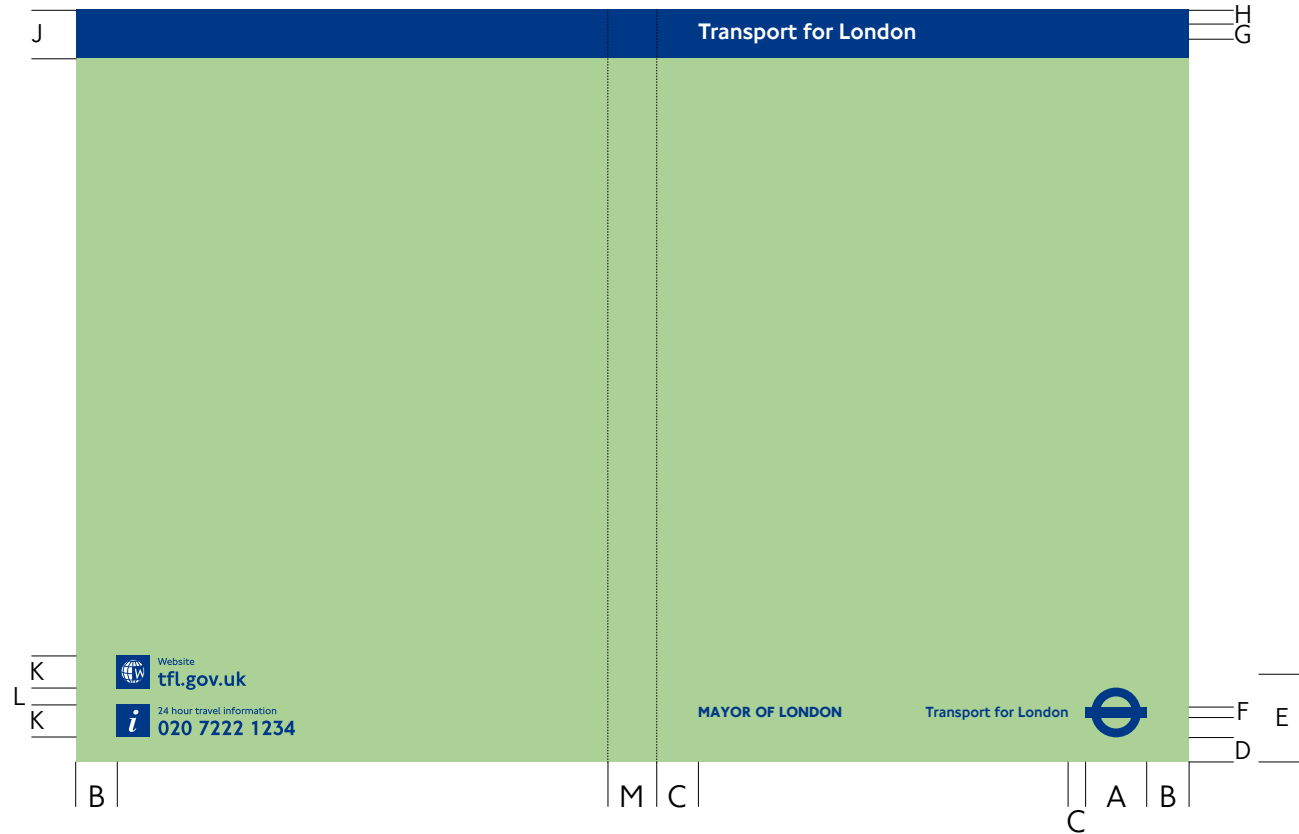
## 4.2.2 DVD cover measurements

### 272 x 184mm

Contents



A	Roundel/logo width	15mm
B	Margins	10mm
C	Space between roundel and 'Transport for London'	2.5mm
D	Space between roundel and foot of panel	6mm
E	Height of clear endorsement strip	22.5mm
F	'Transport for London' and 'MAYOR OF LONDON' point size	10.5/ 10.5pt
G	Heading or mode name 'Transport for London' Point Size	16/16pt
H	Height of clear space between top of poster and Cap line text within colour strip.	4mm
J	Height of colour strip at top of poster	12mm
K	Height of secondary mark symbols	8mm
L	Space between secondary marks	4mm



M Spine width 12mm

— — — Indicates the fold marks

### 4.2.3 DVD cover measurements

#### 272 x 184mm

A	Roundel/logo width	15mm
B	Margins	10mm
C	Space between roundel and 'Transport for London'	2.5mm
D	Space between roundel and foot of panel	6mm
E	Height of clear endorsement strip	22.5mm
F	'Transport for London' and 'MAYOR OF LONDON' point size	10.5/ 10.5pt
G	Heading or mode name 'Transport for London' Point Size	16/16pt
H	Height of clear space between top of poster and Cap line text within colour strip.	4mm
J	Height of colour strip at top of poster	12mm

— — — Indicates the fold marks



### 4.2.4 DVD cover measurements continued

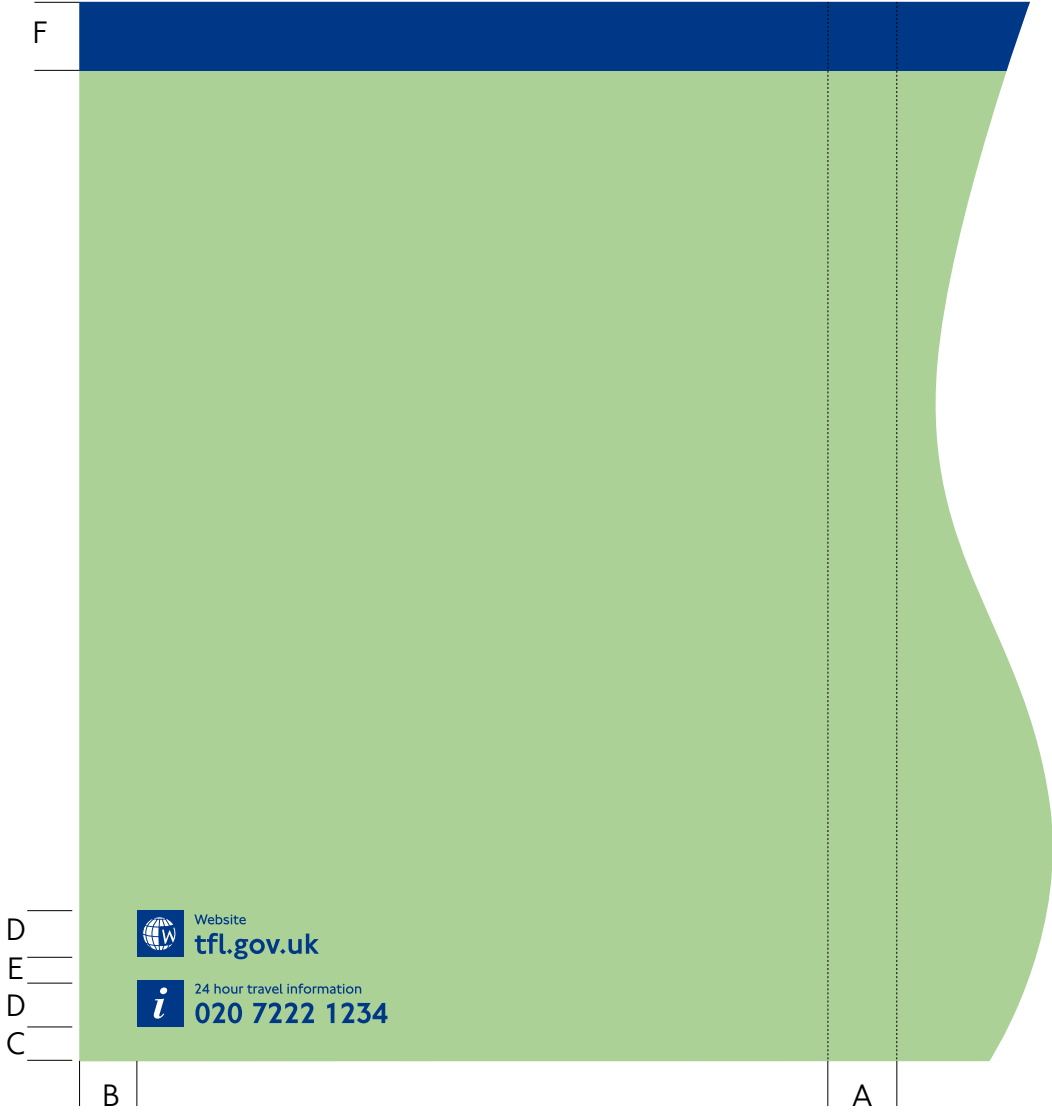
#### 272 x 184mm

Contents



A	Spine width	12mm
B	Margins	10mm
C	Space between roundel and foot of panel	6mm
D	Height of secondary mark symbols	12mm
E	Space between secondary marks	4mm
F	Heading or mode name 'Transport for London' Point Size	16/16pt

— — — Indicates the fold marks



## 4.2.5 DVD or CD measurements 119mm (diameter)

[Contents](#)

A	Roundel/logo width	20mm
B	Inner hole	15mm
C	Space between the top of the roundel and hole	22.5mm

